

LEE WHITE, POPULAR SOUTHERN CALIFORNIA NEW CAR DEALER BUYS KENDALL CHEVROLET

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SOME THINGS HAVE CHANGED. SOME WILL STAY THE SAME. HERE ARE A FEW FACTS THAT YOU MIGHT FIND INTERESTING.

Lee White is a forthright man.

He believes that when you have something to sell, you get the best results by getting right to the point, by paring away excessive and unbelievable claims and putting all the facts right on the line. We shall try to do that here.

Lee White bought Kendall Chevrolet on October 1, 1964, from its former owners.

Henceforth, it will be known as Lee White Chevrolet.

We feel fortunate in being able to get this agency right in the heart of the South Bay area — an area in whose growth we are extremely optimistic. The physical facilities of the agency were designed for the needs of a major automobile dealership, and they are wonderfully efficient.

We are also fortunate to be able to sell one of the finest lines of automobiles and trucks on the market today — Chevrolet.

So we have good quarters, an exceptional product, and one of the finest staffs in Southern California. With these three factors going for us, we intend to move ahead briskly.

HOW WE BELIEVE AN AUTO AGENCY SHOULD BE RUN

Lee White has been in the automobile business for almost 20 years. Starting as a salesman, he advanced through the ranks, and in 1958 was awarded an American Motors Franchise. His personal vitality and business acumen, and that of his personnel, soon established Lee White Rambler as the largest Rambler dealer in the United States. Now, however, he has divested himself of all other business interests so that he may devote full time to building Lee White Chevrolet into the finest dealership in the South Bay area.

A man with this type of background has definite ideas on how an agency should be run.

You don't attract loyal customers with just a hope and a prayer. Or by pouncing on the public with hard selling, high pressure selling methods.

Lee White realizes that an automobile dealer gets what he deserves, and he is one dealer who is going to deserve your respect and confidence. Lee White Chevrolet will be run in such a manner that you will buy there not only in 1964, but also in 1966, again in 1968, and so on.

If you have a complaint, sound off. We'll see that you get fair attention. There is no business in the world that doesn't make a mistake, but we'll try our level best to make fewer than our share.

But when we do goof, you see Lee White.

We actually hunt for criticism.

Our salesmen are, for the most part, local South Bay residents, active in community affairs and acutely aware of the automobile tastes of other South Bayans. They are not just salesmen—they are professionals, trained to assist you in buying a new or used car.

No floaters or sharpies can ever sell for us. We're not out for the quick dollar. We're here to be an asset to the community for a good long time. "We have as much to gain from that as you have."

Each salesman is required to call his customer within 24 hours of every car sale. "Is everything all right?" "Is there anything I can do?"

He is required to call back again in seven days. And then once more in 30 days. We don't let you carry a gripe.

OUR PEOPLE, THE OLD ONES AND THE NEW ONES

If you are already a customer, you'll see plenty of familiar faces. Lee White has chosen to keep the finest men and women from Kendall and from his former agency.

Mike Calvert, our general manager.

Lance Sinclair, new car and truck manager.

Joe Woods, our used car manager.

Jim Griffin, our director, parts & service (who, by the way, has over 20 years of experience with Chevrolet).

Lou Worthington, our parts manager, over 20 years experience.

Barney Barnes, service manager.

George Blackwell, our business manager.

These men aren't employed to warm chairs . . . or to drink coffee . . . or to argue with customers. They all have the same reason for

USED CARS: OURS ARE BETTER THAN OTHERS?

No.

But on the other hand, yes. A good used car is just that. Like any other reliable dealer, we wholesale out our trade-ins to the used car lots, except for those in top condition. We can name you a half dozen other dealers in the area who can sell you a used car just about as good as ours.

However, we do a couple of things that the others don't do.

We take the cream of the crop, put a team of mechanics to work on them, and bring them as close to new car condition as possible.

So how can you tell which cars have been reconditioned? Just shut your eyes and point to any car on our lot. They have all been reconditioned.

Ever heard of an "OK" used car? It's the official Chevrolet designation for a clean used car. Lee White not only backs up this OK sticker that appears on all his used cars, but he goes much further. Chevrolet



MR. J. LANCE SINCLAIR, New Car Manager

over 15 years of experience with the truck division of Chevrolet. He knows trucks.

He also knows Lee White, and he knows that Lee expects big things from the truck department. This means, once again, that repeat customers are what we are looking for.

Anything from the smallest pickup to the largest fleet can be handled from right here in Redondo Beach.

CAN YOU USE OUR SERVICE & REPAIR DEPT.?

We can't say enough about service. It's the backbone of a good automobile agency — the one department more than any other that brings people back again and again.

We've studied the service departments of Southern California's leading agencies, we've talked to hundreds of customers to learn how they think a service department should be run, and we've incorporated many of the ideas that we have found to be successful in our years of experience. We've taken the best of these ideas and tried to incorporate all into our new service department.

We plan to run our service as you would like to see it run. Once again, we invite your criticisms. We are depending on you, the customer, to advise us when you see something that needs improving. This, we feel, is the only way to run a successful service department.

No matter what kind of car you drive, count on us to give you the kind of service that's hard to find elsewhere. We'll run this department like a

business, not like the local chapter of the Greasy Overalls Society.

Some people say you can't hire good mechanics anymore. That's not true. Provide sensible working conditions, a clean environment and intelligent supervision, and you'll attract the right men. The word gets around.

We will never try to surprise you with the bill. When you come in, you'll get a precise quotation on the cost. It we run into unexpected problems, we'll phone you before going further.

But even all these things don't satisfy Lee White. After your car has been serviced, our man will call you personally. If you have a criticism of any kind, he wants to know about it.

That's the way we'll run our service department. That, we sincerely believe, is the way you would want it run.

IN SUMMATION

If you live in Sherman Oaks or Reseda, you'll probably never come to Lee White Chevrolet. Not that we don't want customers from outside of the South Bay area. It would be untrue to say that. But we plan to make this a local agency—a dealership that caters to the South Bay family. We'll depend upon local folks to do our business.

Keeping this in mind, you can see that in order to keep pace with the growth of the area, we have to maintain a high degree of honesty and integrity in all our business dealings.

And that is just exactly what we intend to do.



MR. LEE WHITE, PRESIDENT



MR. JOE WOOD
Used Car Manager



MR. MIKE CALVERT, General Manager

being here: to make such a lasting impression on you that you'll never think of buying a car from anywhere but Lee White Chevrolet.

THINGS TO KNOW ABOUT OUR NEW CAR SALES DEPT.

Two full time men do nothing but get our new cars in perfect shape for our customers. They're not kids, or porters. They are two of our finest mechanics.

Starting as of right now, no dealer in Southern California will deliver you an automobile in smoother or cleaner condition than we do, regardless of make or price. There is simply no excuse for the careless condition in which many cars are handed over to the new owner today. It will not happen here.

'65 CHEV'S ROLLING AT TOP PRODUCTION

Lee White is happy to announce, that full production of the '65 Chevrolets is now in progress and it is possible for immediate delivery on any Chevrolet of your choice.

backs it up too. What better guarantee could you ask?

And speaking of guarantees, you'll find ours the most realistic you've encountered. Our guarantee is just that—it guarantees you'll be satisfied with your used car.

And that's not just a finger-crossed sales claim, either. We mean it. We want your business again.

TRUCK DEPT: HERE ARE A FEW INTERESTING FACTS:

We're in the truck business with both feet.

We realize that trucks are becoming more popular all the time, not just for commercial purposes but also for personal uses. Its a good bet that a neighbor of yours has a truck; in fact, you've probably borrowed it on occasions.

So our truck department will be geared for you, the home-owner; or you, the businessman; or you, the store owner.

And we'll have 'em all too. Pickups, panels, vans, stakes, or special heavy duty trucks for special commercial purposes.

Lance Sinclair, our truck and new car manager, has



MR. JIM GRIFFIN, Parts and Service Director
MR. LOU WORTHINGTON, Parts Manager